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The below substantiation covers the “Nappy Comparison” advertisement with the referenced shop date 20th August 2025. In this document, you will find full shopping receipts and information on where and when the shops took place.

Happy reading. And more importantly, happy saving!

Lidl Shop	Units	Price	Price Per Nappy	Claim
Lupilu Premium Size 1 Nappies	22 Piece	£1.39	£0.063	"7p per Nappy"
TOTAL		£1.39		
"Another Supermarket"	Units	Price	Price Per Nappy	Claim
Pampers Size 1 Nappies	22 Piece	£4.80	£0.218	"22p per Nappy"
		£4.80		

Within the advertisement, we included a “Price Per Nappy” claim. Breakdown below.

All figures were rounded up for transparency and remarked as “less than XXp per nappy”.

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"Another Supermarket"				
Pampers Size 1 Nappies	22 Piece	£4.80	£0.218	"22p per Nappy"



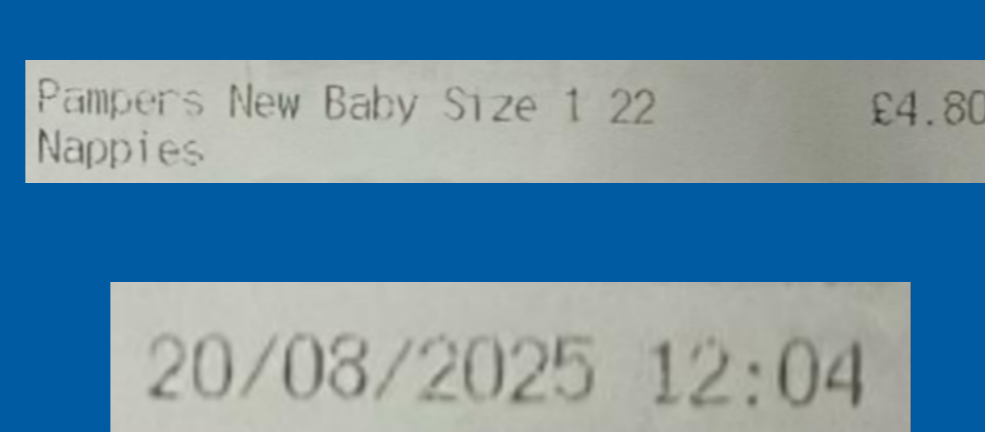
The Lidl shop took place in Lidl, Buttercrane Quay Newry on 20th August 2025. Here is the final receipt:



Lupilu Premium Size 1 has won Gold at Pregnancy & Baby Fair Awards 2024.

“Another Supermarket” shop.

This shop took place in a nearby competitor supermarket on 20th August 2025. Here is proof of the final receipt:



All prices recorded with respect to both shops reflect a single-item price and may not reflect potential savings where items are offered as part of multi-buy promotion.

The purpose of the comparison is to compare the price of a brand to the price of its private label equivalent in Lidl, alongside other items you can purchase for less than the cost of the branded item. We understand the “Another Supermarket” referenced has private label variants of this item on sale that are like-for-like with Lidl’s private label.

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